

Last Received: 08/17/2012 10:20 AM  
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.    Agency (    ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm  
Advertiser (    ) RNC IE    & PLACEMENT, 815 SLATER LANE    Sales Office (    ) PHILADELPHIA  
Product RNC IE    ALEXANDRIA, VA 22314    Salesperson (    ) ANJIE BRADY  
Estimate# 3038    Agency C/P1/P2/E 20/446/3038  
Buyer Tracey Robinson    Flight Dates 08/18/2012 - 08/24/2012    Salesperson Phone# 215-567-6005  
Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938  
Fax#

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

VER 3 ISSUED TO REV DAY/DATE LN 4;  
CXL SPOT N/A LN 5 W/MKGD ON LN 39  
CONTRACT TOTAL REMAINS \$28,500  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*4	SU	430A-459A	WAVY NEWS-430A	:30	\$200.00	08/19-08/19	1	1	1	\$200.00	
Rating: 1.5												

Buyline Comment: REVISE DAYS/DATES  
Sales Remark: V3 REVISE DAYS/DATES  
V3 More than 2 codes changed

*5	F		430A-5A	WAVY NEWS-430A	:30	\$200.00	08/24-08/24	0	0	0	\$0.00	
Rating: 1.5												

Buyline Comment: CXL DUE N/A  
Sales Remark: V3 CXL DUE N/A  
V3 More than 2 codes changed

*39	F		11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	08/24-08/24	1	1	1	\$200.00	
Rating: 1.5												

Buyline Comment: MKGD FROM LN 5  
Sales Remark: V3 MKGD FROM LN 5  
V3 Added

---REPORT TOTALS---

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Advertiser ( ) RNC IE  
Product RNC IE  
Estimate# 3038  
Buyer Tracey Robinson  
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Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 20/446/3038  
Flight Dates 08/18/2012 - 08/24/2012  
Hiatus Weeks

Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Report Totals: 2 / \$400.00

---SALES MONTHLY TOTALS---

Aug 12: 47 / \$28,500.00  
Sales Totals: 47 / \$28,500.00  
Station Totals: 47 / \$28,500.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$69,512	CATV 0%	WAVY 41%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 6%	WVBT 6%	WVEC 20%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE